

**GENERAL SERVICES ADMINISTRATION  
FEDERAL ACQUISITION SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is <http://www.gsaadvantage.gov>

**SCHEDULE TITLE:** Professional Services Schedule

**Industrial Group:** 00CORP

**Contract Numbers** GS-07F-0517Y

**CONTRACT PERIOD:** August 15, 2012 through August 14, 2017

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at [www.gsa.gov](http://www.gsa.gov)

**CONTRACTOR:**

CommunicateHealth Inc.  
26 Market Street  
Northampton, MA 01060-3267  
Phone number: (413) 582-0425  
Fax number: (413) 517-0545  
[www.communicatehealth.com](http://www.communicatehealth.com)

**CONTRACTOR'S ADMINISTRATION SOURCE:**

Ms. Xanthi Scrimgeour  
26 Market Street  
Northampton, MA 01060-3267  
Phone number: (413) 582-0425  
[xanthi@communicatehealth.com](mailto:xanthi@communicatehealth.com)

**BUSINESS SIZE:** Small Business



**CUSTOMER INFORMATION:**

**1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)**

Contract #	SIN	Description
GS-07F-0517Y	541-1	Advertising Services
GS-07F-0517Y	541-2	Public Relations Services
GS-07F-0517Y	541-3	Web Based Marketing Services
GS-07F-0517Y	541-4A	Market Research and Analysis
GS-07F-0517Y	541-4B	Video/Film Production Services
GS-07F-0517Y	541-4F	Commercial Art and Graphic Design
GS-07F-0517Y	541-5	Integrated Marketing Services
GS-07F-0517Y	541-1000	Other Direct Costs
GS-07F-0517Y	541-1RC	RC Advertising Services
GS-07F-0517Y	541 1000RC	RC Advertising Services
GS-07F-0517Y	541-2RC	RC Advertising Services
GS-07F-0517Y	541-4ARC	RC Advertising Services
GS-07F-0517Y	541-4BRC	RC Advertising Services
GS-07F-0517Y	541-4FRC	RC Advertising Services
GS-07F-0517Y	541-5RC	RC Advertising Services

**1b. LOWEST PRICED SERVICE AND PRICE FOR EACH SIN:**

(Government net price based on a unit of one)

See Commercial Price List

**1c. HOURLY RATES:**

See Commercial Price List

**2. MAXIMUM ORDER\*: \$1,000,000 per SIN**

\*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

**3. MINIMUM ORDER: \$100**

**4. GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

**5. POINT(S) OF PRODUCTION:** Northampton, MA 01060-3267



**6. DISCOUNT FROM LIST PRICES:** Prices listed are GSA Net, Discount Deducted. For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.

**7. QUANTITY DISCOUNT(S):** None

**8. PROMPT PAYMENT TERMS:** Net 30 days

**9.a Government Purchase Cards are accepted at or below the micro-purchase threshold.**

**9.b Government Purchase Cards are accepted above the micro-purchase threshold.**

**10. FOREIGN ITEMS:** None

**11a. TIME OF DELIVERY:** To be determined at time of task order.

**11b. EXPEDITED DELIVERY:** Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.

**11c. OVERNIGHT AND 2-DAY DELIVERY:** Overnight and 2-day delivery are available. Contact the Contractor for rates.

**11d. URGENT REQUIREMENTS:** Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

**12. FOB POINT:** Destination

**13a. ORDERING ADDRESS:**  
CommunicateHealth Inc.  
26 Market Street  
Northampton, MA 01060-3267

**13b. ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3

**14. PAYMENT ADDRESS:**  
CommunicateHealth, Inc.  
26 Market Street



Northampton, MA 01060-3267

- 15. WARRANTY PROVISION:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
- 16. EXPORT PACKING CHARGES:** Not applicable
- 17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** Accepted below and above the micro-purchase amount.
- 18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
- 19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
- 20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
- 20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
- 21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
- 22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A
- 23. PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A
- 24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES** (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A
- 24b. Section 508 Compliance for EIT:** N/A
- 25. DUNS NUMBER:** 825136117
- 26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:** Active
- 27. "The Service Contract Act (SCA)** is applicable to this contract and as it applies to the entire 00CORPS - Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CFR 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD)



number. Failure to do so may result in cancellation of the contract."

# Hourly Rates

Contractor Name:

CommunicateHealth, Inc.

Effective Date: 12/22/15

Labor Category	Hourly Rate
Communication Associate	\$65.00
Communication Researcher I	\$98.30
Communication Researcher II	\$125.62
Consultant	\$233.40
Content Manager	\$125.62
Coordinator	\$106.09
Corporate Monitor	\$163.85
Graphic Designer	\$90.00
Health Communication Manager	\$112.52
Health Education Specialist II	\$100.00
Health Education Specialist I	\$75.00
Health Writer	\$79.56
Project Manager	\$131.10
Senior Editor	\$121.99
Senior Health Communication Researcher I	\$142.02
Senior Health Communication Researcher II	\$159.11
Senior Health Communication Specialist	\$109.26
Senior Health Writer	\$98.30
Senior Web Designer/Developer	\$142.02
Staff Associate	\$60.07
Subject Matter Expert	\$142.02
Subject Matter Expert II	\$185.65
Technical Writer	\$67.57
Usability Associate	\$81.95
Usability Researcher	\$112.52
User-Centered Design Specialist	\$100.00
Web Designer/Developer	\$109.26
Web Technical Associate	\$81.95

## Unit Rates (Direct Costs)

ODCs	Unit of Issue	Ceiling Price*
BrowserStack - Live Team Account (Up to 6 users, 2 Parallel sessions)	per month	\$99.00
Domain Name Licenses	per license	\$14.45
Drupalize.Me Subscription	per 6 months	\$240.00
Email on Acid (1 user)	per month	\$45.00
GitHub Bronze Organization Account	per month	\$25.00
HighSoft Highmaps Single Developer License	per license	\$390.00
HighSoft Highstock Single Developer License	per license	\$780.00
Kaleidoscope	per license	\$69.99
Level 3 - Ready-Access Bridging	per minute	\$0.055
Level 3 - Ready-Access Dial In	per minute	\$0.015
Level 3 - Recording Hosting Fee	per minute	\$0.50
Level 3 - Web Conference No On Demand	per minute	\$0.10
Level 3 - Web Conferencing	per minute	\$0.08
Linux License	per year	\$991.00
Notable Plus Plan	per month	\$49.00
Online Survey License	per year	\$7,968.75
OptimalSort	per month	\$109.00
Optimal Workshop - Treejack - Research Software	per month	\$109.82
Recruitment of Research Participants	per participant	\$201.51
Research Participant Incentives	per participant	\$25.19
Research Participant Incentives	per participant	\$75.57
Research Participant Incentives	per participant	\$100.76
Research Participant Incentives	per participant	\$151.13
Research Participant Incentives	per participant	\$176.32
Research Participant Incentives	per participant	\$352.64
Shutterstock.com - Stock Photography	per 25 downloads	\$229.00
SSL Secure Site Certificate	per year	\$399.00
Survey Panel Participant Recruitment	per participant	\$6.50
Text Editor for Code	per license	\$140.00
Tower Upgrade Single License	per upgrade	\$29.50
Transmit (FTP Client)	per license	\$34.00
Verify.com - Research Software	per month	\$49.00
WebEx Pay As You Go - Conference Calling	per participant/per minute	\$0.12
WebEx Premium 8	per month	\$25.50
Zoom Video Communications	per month	\$9.99

\* ODC rates shown are ceiling prices. Lower rates may be available. An applicable IFF fee of .75% will be applied to all GSA Schedule ODCs.

## Labor Category Descriptions

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### Communication Associate

*Minimum Education and Experience:* Bachelor's degree in related field (English, public health, health communication or the social sciences) required. Strong written and verbal communication skills and close attention to detail. Some experience in developing health communication materials and an understanding of health literacy required.

*Duties and Responsibilities:* Provides support for health communication, content development, and formative research projects, as well as general business development support. Interacts effectively with writers, designers, and other production personnel in the development of final deliverables.

### Communication Researcher I

*Minimum Education and Experience:* A minimum of 5 years of professional experience designing and implementing research and evaluation projects. Demonstrates mastery of formative research methods, evaluation and user-centered design. Master's degree in communications, public health, or other related field.

*Duties and Responsibilities:* Creates formative research protocols and reports either as the lead or part of a team. Identifies appropriate measures and study designs. Devise procedures for collecting data. Measure the effectiveness of marketing, advertising, communications, and health education programs. Prepares reports of findings. Provides quality assurance on a technical level.

### Communication Researcher II

*Minimum Education and Experience:* A minimum of 8 years of professional experience designing and implementing research and evaluation projects. Demonstrates mastery of formative research methods, evaluation and user-centered design. Master's degree in communications, public health, or other related field.

*Duties and Responsibilities:* Creates formative research protocols and reports either as the lead or part of a team. Identifies appropriate measures and study designs. Devise procedures for collecting data. Measure the effectiveness of marketing, advertising, communications, and health education programs. Prepares reports of findings. Provides quality assurance on a technical level.

### Consultant

*Minimum Education and Experience:* A minimum of 15 years of professional experience and advanced degree.

*Duties and Responsibilities:* Consultants provide project-specific knowledge and expertise in a



specialized area.

### Content Manager

*Minimum Education and Experience:* A minimum of 8 years of professional public health education and/or health communication experience with demonstrated content management and/or editorial experience. Demonstrated mastery of health education theories, formative research methods, and plain language writing for the Web. Experience supervising technical writers, working with subject matter experts, and coordinating project schedules. MPH or related public health master's degree.

*Duties and Responsibilities:* Develops and controls schedules and timelines. Applies previous experience managing complex processes and procedures and experience managing, directing, and evaluating the performance of technical writers at all levels. Manages content development and maintenance for large federal and private Web sites including creating style guides and working with clients and technical experts. Demonstrates excellent communication skills and knowledge of latest practical and theoretical advances in health communications.

### Coordinator

*Minimum Education and Experience:* A minimum of 2 years of professional public health education and/or health communication experience. Experience organizing projects, staff, and budgets with limited supervision. Undergraduate degree in related field.

*Duties and Responsibilities:* Supports project manager with plans, organization, technical, fiscal, operational, and performance activities on assigned projects and task orders. Helps develop and oversees schedules and timelines. Demonstrates excellent communication skills and knowledge of latest technological and theoretical advances in related disciplines.

### Corporate Monitor

*Minimum Education and Experience:* A minimum of 10 years of health communications and/or Federal Agency experience. Extensive knowledge in content development, marketing, formative research methods, and best practices in health literacy, health education, and user-centered design. MPH or related public health master's degree required.

*Duties and Responsibilities:* Oversees project managers in providing CommunicateHealth services. Authorized to commit the company contractually, procure subcontracts, hire staff, and re-deploy individuals as necessary to respond to changes in client needs or in the unlikely event of a sub-par performance by a member of the team. The corporate monitor also reviews final work products, monitors financial and technical progress of projects, resolves problems, and directly participates in complex projects. Provides highest-level strategic planning and consultation to guide clients in navigating complex operational and programmatic challenges.

### Graphic Designer

*Minimum Education and Experience:* A minimum of 3 years of professional experience with graphic design. Expert knowledge of Adobe Creative Suite. Experience with typography, information design, print, and website design, including but not limited to wireframes and visual design mockups. Bachelor's degree in graphic design or related field.

*Duties and Responsibilities:* Leading or being part of a team designing, documenting, developing, testing, and implementing visual products. Communicating effectively with other project staff to ensure efficient, accurate implementation of design recommendations.

### Health Communications Manager

*Minimum Education and Experience:* A minimum of 3 years of professional public health education and/or health communication experience with demonstrated management experience, including preparation of project budgets and reports. Demonstrate mastery of health education theories, formative research methods, and plain language writing. Experience overseeing writing staff, working with subject matter experts, and coordinating project schedules. Ability to provide high level editing and writing with little supervision. Undergraduate degree in related field.

*Duties and Responsibilities:* Plans, organizes, and controls technical, fiscal, operational, and performance activities on assigned projects and task orders. Develops and controls schedules and timelines. Applies previous experience managing complex processes and procedures and experience managing, directing, and evaluating the performance of staff. Prepares and submits administrative and financial reports to the client at the required frequency. Manages project staff and resources on a day-to-day basis. Demonstrates excellent communication skills and knowledge of latest technological and theoretical advances in related disciplines.

### Health Education Specialist I

*Minimum Education and Experience:* A minimum of 2 years experience and Bachelor's degree in related field (public health, health education, health communication or the social sciences) required. Demonstrated understanding of health education theories, formative research methods, and plain language writing for print and web. Experience in developing health education materials and an understanding of health literacy required.

*Duties and Responsibilities:* Provides support for health education materials and products, including content development and formative research. Interacts effectively with writers, designers, and other production personnel in the development of final deliverables.

### Health Education Specialist II

*Minimum Education and Experience:* A minimum of 5 years experience with Bachelor's degree in related field (public health, health education, health communication or the social sciences) required. Mastery of health education theories, formative research methods and plain language writing for print and web. Experience in developing health education materials and interactive products following health literacy principles required. MPH and CHES certification preferred.

*Duties and Responsibilities:* Oversees the development of health education materials and products, including content development, and formative research. Interacts effectively with writers, designers, and other production personnel in the development of final deliverables.

### Health Writer

*Minimum Education and Experience:* Bachelor's degree in public health, health science, English, journalism, or other related field. Some experience in developing health education materials, plain language writing for web and print, and developing social media content. A minimum of 2 years experience in health writing. Familiarity with various style guides, such as the Government Printing Office Style Manual or the Chicago Manual of Style. Requires excellent writing skills and ability to work in a production environment.

*Duties and Responsibilities:* Supports clients in developing culturally and linguistically appropriate communications. Researches a variety of health- and wellness-related topics and distills the most relevant actions and recommendations. Develops content for a variety of channels including print, web, and mobile applications. Assists writing team with copyediting, reviewing, and proofreading for grammatical correctness and compliance with style guides, design requirements, and other client-prescribed guidance.

### Project Manager

*Minimum Education and Experience:* A minimum of 10 years of professional public health education and/or health communication experience with 5 of those years being in a management position. Demonstrated expertise in content development, formative research methods, and best practices in health literacy, health education, and user-centered design. Master's in public health or communications.

*Duties and Responsibilities:* Plans, organizes, and controls technical, fiscal, operational, and performance activities on assigned projects and task orders. Develops and controls schedules and timelines. Applies previous experience managing complex processes and procedures and experience managing, directing, and evaluating the performance of staff at all levels. Prepares and submits administrative and financial reports to the client at the required frequency. Manages project resources on a day-to-day basis and guides junior staff. Leads identification, recruitment, and management of project staff. Ensure that all deliverables are on target and on time.

### Senior Editor

*Minimum Education and Experience:* Master's degree public health, health communication, or related field. A minimum of 8 years of professional public health education and/or health communication experience with demonstrated content management and/or editorial experience. Demonstrated mastery of health education theories, formative research methods, and plain language writing for print and web. Experience developing and applying style guides, supervising technical writers, working with subject matter experts, and coordinating project

schedules.

***Duties and Responsibilities:*** Develops and monitors schedules for writing assignments. Researches, writes, and finalizes health content for print and web. Assigns tasks to less senior writing staff, reviews their work, and provides constructive feedback. Applies previous experience managing complex processes and procedures and experience managing, directing, and evaluating the performance of staff at all levels. Interacts effectively with clients, project and content managers, writers, designers, and other staff. Meets or consults with clients and subject matter experts to review their comments and agree to final changes.

### Senior Health Communication Researcher II

***Minimum Education and Experience:*** A minimum of 12 years of professional experience designing and implementing research and evaluation projects. Demonstrates mastery of formative research methods, evaluation and user-centered design. Author of publications and/or resources for professionals in related fields. PhD. in communications, public health, or other related field.

***Duties and Responsibilities:*** Creates formative research protocols and reports. Identifies appropriate measures and study designs. Devise procedures for collecting data and evaluations. Measure the effectiveness of marketing, advertising, communications, and health education programs. Prepares reports of findings. Provides quality assurance on a technical level.

### Senior Health Communication Researcher I

***Minimum Education and Experience:*** A minimum of 10 years of professional experience designing and implementing research and evaluation projects. Demonstrates mastery of formative research methods, evaluation and user-centered design. Author of publications and/or resources for professionals in related fields. PhD. in communications, public health, or other related field.

***Duties and Responsibilities:*** Lead the research team in creating formative research protocols and reports. Identifies appropriate measures and study designs. Devise procedures for collecting data and evaluations. Measure the effectiveness of marketing, advertising, communications, and health education programs. Prepares reports of findings. Provides quality assurance on a technical level.

### Senior Health Communication Specialist

***Minimum Education and Experience:*** A minimum of 10 years of professional health communication experience, including marketing, public relations plain language writing, and editing for Web and print materials; for expertise in emarketing and social media, a minimum of 5 years experience. Demonstrates mastery of marketing strategies and formative research methods. Advanced degree in public health or health communications.

***Duties and Responsibilities:*** Identifies the best methods of presenting the product, service, or program being promoted to the identified target audience. Lays out possible communication

strategies, and creates outreach and marketing plans. Assigns tasks to less senior writing staff and reviews their work. Demonstrates excellent written communication skills. Interacts effectively with writers, designers, and other production personnel in the development of final deliverables. Meets or consults with clients to review their comments and agree to final changes.

### Senior Health Writer

*Minimum Education and Experience:* A minimum of 8 years of professional public health education and/or health communication experience, including plain language writing, developing social media content, and/or editing for Web and print materials. Demonstrated mastery of health education theories and formative research methods. Requires excellent writing skills and ability to work in a production environment with other staff, in a collaborative manner, to meet assigned deadlines. Must be able to oversee all aspects of the production process including research, writing, editing, and layout. Must be able to review and critique the work of less experienced writers. MPH or related public health master's degree.

*Duties and Responsibilities:* Develops and monitors schedules for writing assignments. Researches, writes, and finalizes health content for print and Web. Assigns tasks to less senior writing staff and reviews their work. Demonstrates excellent written communication skills and familiarity with required style guides used in assigned areas. Interacts effectively with writers, designers, and other production personnel in the development of final deliverables. Meets or consults with clients to review their comments and agree to final changes.

### Senior Web Designer/Developer

*Minimum Education and Experience:* A minimum of 5 years of professional experience with Web site design, development, or maintenance, including familiarity with a variety of CMS platforms. Knowledge of federal usability standards and best practices. Bachelor's degree in computer science or related field.

*Duties and Responsibilities:* Leading a team designing, documenting, developing, testing, implementing, or maintaining Web sites/applications. Consulting and providing guidance on outside development projects for clients from federal and state government as well as national companies and non-profits. Coding and testing according to detailed requirements. Supporting the maintenance of existing Web sites/applications. Communicating effectively with other project staff to ensure efficient, accurate implementation of design and usability recommendations.

### Staff Associate

*Minimum Education and Experience:* A minimum of 2 years of experience in a health related field. Requires strong written and verbal communication skills and close attention to detail. Bachelor's degree in related field (English, public health, or the social sciences) required.

*Duties and Responsibilities:* Provides support for health communication, content development, and formative research projects, as well as general business development support. Tasks may include data entry and HTML coding of Web content, Internet research, and scheduling research participants.

### Subject Matter Expert

*Minimum Education and Experience:* A minimum of 10 years of professional public health education and/or health communication experience with demonstrated mastery – including authoring publications and/or resources for professionals in related fields – such as content development; formative research methods; and best practices in health literacy, health education, and user-centered design. MPH or related public health master's degree required, or Master Certified Health Education Specialist.

*Duties and Responsibilities:* Meets with clients to clarify scope of work for communication and/or usability projects. Applies previous experience and technical expertise to identify the best methods of presenting the product, service, or program being promoted to the identified target audience. Develops research designs, study protocols, and data analysis plans and monitors their implementation. Demonstrates excellent communication skills and knowledge of the latest technological advances in related disciplines. Interacts with highest-level client representatives. Provides ongoing consultation on theoretical approach.

### Subject Matter Expert II

*Minimum Education and Experience:* A minimum of 12 years of professional experience in related field with a demonstrated mastery – including authoring publications and/or resources for professionals in related fields – such as content development; formative research methods; usability; and/or website development. Advanced degree and expert knowledge of best practices in health literacy, health education, and user-centered design.

*Duties and Responsibilities:* Meets with clients to clarify scope of work for communication, web, and/or usability projects. Applies previous experience and technical expertise to identify the best methods of presenting the product, service, or program being promoted to the target audience. Develops research designs, study protocols, and data analysis plans and monitors their implementation. Demonstrates excellent communication skills and knowledge of the latest technological advances in related disciplines. Interacts with highest-level client representatives. Provides ongoing consultation on theoretical approach.

### Technical Writer

*Minimum Education and Experience:* A minimum of 4 years of experience in a production environment. Ability to independently review print, audiovisual, or Web materials and confirm their editorial correctness. Familiarity with various style guides, such as the Government Printing Office Style Manual, Chicago Manual of Style, or other specified style manuals required. Bachelor's degree in English, journalism, or the social sciences.



***Duties and Responsibilities:*** Performs copy edits of reports, manuals, newsletters, brochures, press releases, and other deliverables. Reviews and proofreads materials to ensure grammatical correctness and compliance with style guides, design requirements, and other client-prescribed guidance. Checks for correct grammar, syntax, spelling, verb usage, agreement, tense, and number. Checks the format of all citations and references. Marks copy legibly or works in track changes software so that edits can be reviewed and approved.

### Usability Associate

***Minimum Education and Experience:*** A minimum of 5 years of professional experience providing support for Web site content development, formative research, and user-centered design activities. Undergraduate degree in a related field. Demonstrated familiarity with health literacy principles and best practices in usability and Web design. Ability to perform high level editing and writing assignments with little supervision.

***Duties and Responsibilities:*** Reviews, analyzes, and evaluates user and/or client needs for Web-based content and/or systems. Assists in recruiting study participants, as required. Conducts literature reviews. Assists with the design of data collection procedures and instruments. Collects, synthesizes, and analyzes qualitative and quantitative formative research data using a variety of methodological approaches. Demonstrates excellent communication skills and the ability to assist in the development and revision of concise and well-written research reports.

### Usability Researcher

***Minimum Education and Experience:*** A minimum of 5 years of professional experience conducting user research with diverse audiences. Ability to moderate usability sessions, analyze results, and evaluate a variety of materials — from print brochures to websites to mobile apps. Provides high-level guidance in testing logistics, particularly for remote and field-testing activities. Demonstrated familiarity with health literacy principles and best practices in usability and web design. Advanced degree in a related field.

***Duties and Responsibilities:*** Develops usability protocols (including screeners and moderator's guides), conducts usability testing, analyzes results, and develops written reports with recommendations.

### User-Centered Design Specialist

***Minimum Education and Experience:*** A minimum of 5 years of professional experience in a user focused production environment. Familiarity with UX, information architecture, content strategy, and best practices in health literacy and user centered design. Undergraduate degree in a related field. Demonstrated familiarity with health literacy principles and best practices in usability and web design.

***Duties and Responsibilities:*** Reviews, analyzes, and evaluates user and/or client needs for web-based content and/or systems. Collects, synthesizes, and analyzes data to create user centered



products. Demonstrates excellent communication skills and the ability to work across multiple teams.

### Web Designer/Developer

*Minimum Education and Experience:* A minimum of 3 years of professional experience with graphic design, Expert knowledge of Adobe Creative Suite, experience in website design and maintenance, including but not limited to wireframes, visual design mockups, and familiarity with basic front-end coding. Bachelor's degree in graphic design or related field.

*Duties and Responsibilities:* Leading or being part of a team designing, documenting, developing, testing, implementing, or maintaining Web sites/applications. Supporting the maintenance of existing Web sites/applications. Communicating effectively with other project staff to ensure efficient, accurate implementation of design recommendations.

### Web Technical Associate

*Minimum Education and Experience:* A minimum of 3 years of professional experience maintaining Web sites/applications. Undergraduate degree in a related field. Demonstrated familiarity with the variety of tasks needed to support the development and maintenance of a Web site, such as supporting requirements collection, testing and QA, and day-to-day software/Web application maintenance tasks.

*Duties and Responsibilities:* Participating on a team designing, documenting, developing, testing, implementing, or maintaining Websites/applications. Modifies and revises tasks in response to feedback from senior staff and/or clients. Demonstrates excellent written communication skills and familiarity with required style guides used in assigned areas. Interacts effectively with writers, designers, and other production personnel in the development of final deliverables.

### Experience/Qualifications Substitutions

- (1) Any combination of additional years of experience plus full time college level study totaling four (4) years will be an acceptable substitute for a B.S. Degree.
- (2) Additional years of graduate level study will be considered equal to years of experience on a one-for-one basis.
- (3) In some cases, the following will be considered in place of minimum education and experience: unique education; specialized experience, skills, knowledge, training, or certification; quality of experience; national recognition; or exceptional Grade Point Average.
- (4) Related experience may be substituted for education.